

### CLAIMS

1. An Internet-based promotional business model (PBM) comprising:

- a) an Internet data center having means for linking worldwide computers with various data and promotional messages,
- b) a web server having an input and an output, wherein the input is connected, via a first switch, to said Internet data center, wherein said web server allows private or public users of the PBM to view web pages corresponding to a web site selected by the user,
- c) a database connected, via a second switch, to said web server, wherein said database stores a collection of data used in operating said PBM, and
- d) a PBM software program written to control the operation of said PBM.

2. The PBM as specified in claim 1 wherein said internet data center is further comprised of a redundant, fully- meshed gigabit Ethernet network.

3. The PBM as specified in claim 1 wherein said first and second switches provide the means for respectively routing and controlling the operation of said Internet data center, said web server and said database.

4. An internet-based promotional business model (PBM) comprising:

- a) an internet data center having means for linking worldwide computers with various data and promotional messages,
- b) a first router having an input and an output, wherein the input is connected to said internet data center, wherein said first router provides users with controlled access to incoming data packets from said internet data center,

- c) a first firewall having an input and an output, wherein the input is connected, via a first switch, to the output of said first router,
- d) a first web server having an input and an output, wherein said first web server allows private or public users of said PBM to view web pages corresponding to a web site selected by the user,
- e) a second web server connected in parallel with said first web server and having an input and an output, wherein said second web server allows

wherein the inputs of said first and second web servers are connected, via a second switch, to the output of said first firewall, wherein said firewall is designed to relay only data packets which are intended and authorized to reach said first and second web servers,

- f) a first database having an input and an output, wherein the input is connected, via a third switch, to the outputs of said first and second web servers, wherein said first database stores a collection of data used in operating said PBM, and
- g) a PBM software program written to control the operation of said PBM.

5. The PBM as specified in claim 4 further comprising:

- a) a second database connected in parallel with said first database and having an input and an output, wherein the inputs of said first and second databases are connected, via said third switch, to the outputs of said first and second web servers, and
- b) a database storage connected to said first and second databases.

6. The PBM as specified in claim 5 further comprising a web data storage connected via said third switch to said first and second web servers.

7. The PBM as specified in claim 6 further comprising a remote corporate site having a second firewall connected to second router, wherein said second router is connected via a telephone line or an RF data link to a third router connected said third switch.
8. The PBM as specified in claim 4 wherein said software program is comprised of the following passive and interactive modules:
  - a) a real-time marketing offer based on a survey response, wherein the offer is sent as an e-mail to the user,
  - b) a real-time marketing offer based on a survey response, wherein the offer is sent to the user via a first pop-up,
  - c) a real-time marketing offer based on a survey response, wherein the offer is sent to the user via a flash/HTML,
  - d) a real-time marketing offer based on a survey response, wherein the offer is sent to the user via a banner,
  - e) a first survey procedure utilizing a sequential, drill-down group survey ,
  - f) a second survey procedure utilizing a sequential, general non-group survey, and
  - g) a third survey procedure utilizing a non-sequential drill-down group survey.
9. An Internet-based promotional business model (PBM) comprising:
  - a) a subnet A comprising a redundant internet data center having means for linking individual computers with various data and promotional messages,
  - b) a subnet B comprising a first switch and a redundant second switch which are connected respectively to a first firewall and a redundant second firewall,

wherein said firewalls are connected respectively to a first cache server and a redundant second cache server, the two cache servers are connected respectively through a second switch and a redundant third switch to a first router and a redundant second router from where said routers are connected to said subnet A.

- c) a subnet C comprising a first load balancer and a redundant second load balancer wherein the two load balancers are connected to subnet B via said first and second switches, and respectively to a web server farm and a mail server farm via a fourth switch and a fifth switch, wherein said fourth and fifth switches can connect said web and mail server inline, with said load balancer or reverse the connections to said load balancers,
- d) a subnet D comprising a sixth switch and a redundant seventh switch, wherein one side of said switches connects said subnet D to subnet C and the other side of said sixth and seventh switches are connected to a web/E mail mass data storage, wherein either of said two switches can be used to control the operation of said web/E mail mass data storage,
- e) a subnet E comprising a clustered database farm controlled by either of said sixth switch or said seventh switch, and
- f) a software program written to control the operation of said PBM.

10. The PBM as specified in claim 9 further comprising a mass data storage connected to said clustered database farm.

11. The PBM as specified in claim 9 wherein said redundant Internet data center is comprised of a fully meshed gigabit Ethernet network, wherein the Ethernet provides two 100 megabits per second (mbps) Ethernet connection to an Exodus backbone.

12. The PBM as specified in claim 9 wherein said subnets A-E function in combination to separate the various elements of the architecture into publically accessible and privately accessible elements..

13. The PBM as specified in claim 9 further comprising a mass data storage connected to said clustered database farm.

14. The PBM as specified in claim 9 further comprising a remote corporate site having a firewall connected to a second router, wherein the second router is connected via a telephone line or an RF data link to a third router connected to said subnet D.

15. A process for participating in an Internet-based promotional business model comprising the following steps:

- a) log onto a web site which produces three web pages in sequence,
- b) select from a first web page a set of numbers or utilize a "quick pick", and a single category banner,
- c) select from a second web page an advertising banner pertaining to the category banner selected in step b), wherein after the advertising banner is selected a third web page appears which:
  - (1) displays the set of numbers selected in step b) and whether the numbers selected have won a prize,
  - (2) displays a splash page showing details of the advertising banner selected in step c), and
- d) review the contents of the splash page and either press a reply button or log off the web site.

16. A process for participating in an Internet-based promotional business model comprising the following steps:

- a) log onto a web site which produces four web pages in sequence,
- b) select from a first web page a first set of numbers or a “quick pick”, and a single category banner,
- c) select from a second web page a second set of numbers or a “quick pick”, and a first refinement category banner pertaining to the category banner selected in step b),
- d) select from a third web page a third set of numbers or a “quick pick”, and a second refinement category banner pertaining to the first refinement category banner selected in step c), at this point the participant is subsequently notified if any of the numbers selected have won a prize and a fourth web page is displayed which shows details of the second refinement category banner selected, and
- e) review the contents of the fourth web page and either press a replay button or log off the web site.